

Assistant Web Administrator



Job Code: 1242
Grade: 127
Reports to: Web Administrator
Salary Range: \$47,346 - \$72,569
FLSA Status: Non-Exempt

GENERAL STATEMENT OF DUTIES

Performs complex technical and administrative work creating, developing, maintaining, updating, and enhancing the City's websites and assisting in maintaining other City electronic communications; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this classification creates and designs pages and graphics and writes and assists in managing content for the City's websites; posts, edits, maintains, and updates website information provided by other City departments; and assists in creating and maintaining a consistent look and feel throughout all web properties. The employee organizes work, recommends improvements, and exercises creativity, initiative and sound, independent judgment within the established guidelines and policies of the City. Work is performed under regular supervision.

ESSENTIAL FUNCTIONS

Developing, maintaining, updating, and enhancing the City website; creating, designing, and managing information; writing, editing and proofreading content; assisting in the development and implementation of design strategies; preparing and maintaining files and records.

EXAMPLES OF WORK

- Creates, develops, maintains and enhances content for City's web presence; creates new web pages and microsites.
- Updates information on the City's website including press releases, meeting agendas, minutes, calendars, employment listings, staff reports, recreation guides, newsletters, and other materials.
- Reviews and approves website content prepared by other departments; coordinates web projects with staff.
- Creates and posts graphics and photographs for City online communications.
- Writes, proofreads and edits website content.
- Trains other employees on the use of website content management system.
- Monitors City website for cross-platform and cross-browser compatibility.
- Creates surveys and forms as needed for staff requests; collects data and exports to spreadsheets upon request.
- Prepares and sends electronic newsletters, rss feeds, and social media postings.
- Keeps current with emerging web technologies through relevant materials.
- Assures web-based information is archived for future needs and reference.
- Tracks, analyzes, and reports on all website metrics.
- Assists with making recommendations for additions and improvements to City web-based communication services and helps maintain technical and legal compliance to government website standards.
- Assists citizens with accessing online communications, account creation for myGaithersburg news service, and troubleshooting issues with the website.
- Serves as Acting Web Administrator and performs all related job duties when necessary.
- Performs related tasks as required.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Thorough knowledge of the methods and techniques used in website design and development.
- Knowledge and understanding of Web best practices and standards.
- Knowledge of cross-platform conversion issues.
- Knowledge of HTML.
- Knowledge of English usage, spelling, and grammar.
- Advanced skill in operating a personal computer using program applications appropriate to assigned duties and responsibilities (for example, Microsoft Office Suite, Adobe Photoshop, Dreamweaver, Adobe Acrobat Professional).
- Skill in digital image preparation for the Web.
- Skill in the principles and techniques of customer service.
- Ability to write, proofread, and edit text for the Web applying standards of usability and to demonstrate strong language skills necessary to editing content for grammar, spelling, and context to ensure that information is presented in an easy-to-read format.
- Ability to work in both Macintosh and PC platforms.
- Ability to facilitate a sense of clean design with complex constraints and short deadlines.
- Ability to manage multiple projects in a fast-paced, deadline-driven environment.
- Ability to solve problems within scope of responsibility.
- Ability to work independently with little oversight.
- Ability to prepare written and oral instructions for website users.
- Ability to communicate clearly and effectively, orally and in writing, including technical information in a user-friendly manner.
- Ability to operate standard office equipment (e.g., printers, copy machines, telephone systems, facsimile machines).
- Ability to type and keyboard accurately at a speed necessary for successful job performance.
- Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology.
- Ability to interact professionally and cooperatively and maintain effective working relationships with coworkers, City officials, media representatives, and the general public.

MINIMUM EDUCATION AND EXPERIENCE

Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Telecommunications, Visual Communication, or closely related field, supplemented by at least two (2) years of progressively knowledgeable, responsible, and skilled experience in graphic creation, publishing, or web design; or any equivalent combination of education, training, and experience.

WORK HOURS

Requires 40 hours in a standard workweek.

WORK CONDITIONS

- Sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects.
- Work requires stooping, reaching, crouching, pulling, lifting, grasping, fingering, grasping, and repetitive motions.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to others accurately, loudly, or quickly.
- Hearing is required to perceive information at normal spoken word levels, and to receive detailed information through oral communications and/or to make fine distinctions in sound.

- Visual acuity is required for close vision, color perception, depth perception, preparing and analyzing written or computer data, operation of machines or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities.
- The worker is not subject to inside environmental conditions.

Created FY 2012

This is a class specification and not an individualized job description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification. The list of essential functions/examples of work, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

ACKNOWLEDGMENT OF CLASS SPECIFICATION

I acknowledge that I have read the class specification and requirements for the Assistant Web Administrator position. I understand this class specification does not constitute an employment agreement between the employer and the employee and is subject to change as the needs of the employer and requirements of the position change.

Are you able to perform the essential functions of this position with or without accommodation?

☐ Yes ☐ No

Employee Signature

Date

The City of Gaithersburg is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Gaithersburg provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

City of Gaithersburg
31 South Summit Avenue
Gaithersburg, MD 20877
www.gaithersburgmd.gov

Human Resources Department
Phone: 301-258-6327
Fax: 301-258-6414
hr@gaithersburgmd.gov